Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, comprising:

receiving an input signal sent from an originator having a haptic code therein;

extracting [[a]] the haptic code from the input signal, the haptic code being associated with a haptic logo which distinctly corresponds to the originator~~, with said haptic logo providing information identifying an originator of said input signal~~; and

providing a control signal to an actuator, the control signal being based at least in part on the haptic code and configured to cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the originator of the input signal.

2. (Original) The method of claim 1 wherein the haptic logo is associated with a status event.

3. (Original) The method of claim 2 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

4. (Original) The method of claim 1 wherein the haptic effect is output to a handheld communication device.

Claims 5-7. (Cancelled)

8. (Currently Amended) A computer-readable storage medium on which is encoded program code to be executed by a processor, said program code comprising:

program code for receiving an input signal, wherein the input signal is sent from an originator and having a haptic code therein;

program code for extracting [[a]] the haptic code from the input signal, the haptic code being associated with a haptic logo distinctly corresponding to the originator~~, with said haptic logo providing information identifying an originator of said input signal~~; and

program code for providing a control signal to an actuator, the control signal being based at least in part on the haptic code and configured to cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the originator of the input signal.

9. (Original) The computer-readable medium of claim 8 wherein the haptic logo is associated with a status event.

10. (Original) The computer-readable medium of claim 9 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

11. (Original) The computer-readable medium of claim 8 wherein the haptic effect is output to a handheld communication device.

Claims 12-14. (Cancelled)

15-16 (Previously Cancelled)

17. (Currently Amended) An apparatus, comprising:

a processor;

an actuator in communication with the processor; and

a memory in communication with the processor, the memory storing program code executable by the processor, including:

program code for receiving an input signal, wherein the input signal is sent from an originator and having a haptic code therein;

program code for extracting [[a]] the haptic code from the input signal, the haptic code being associated with a haptic logo distinctly corresponding to the originator~~, with said haptic logo providing information identifying an originator of said input signal~~; and

program code for providing a control signal to the actuator, the control signal being based at least in part on the haptic code and configured to cause the actuator to output a haptic effect associated with the haptic logo, wherein the haptic effect identifies the originator of the input signal.

18. (Original) The apparatus of claim 17 wherein the actuator is coupled to a handheld communication device.

19. (Original) The apparatus of claim 18 wherein the handheld communication device includes one of a cellular phone, a satellite phone, a cordless phone, a personal digital assistant, a pager, a two-way radio, a portable computer, a game console controller, a personal gaming device, and an MP3 player.

20. (Original) The apparatus of claim 17 wherein the haptic logo is associated with a status event.

21. (Original) The apparatus of claim 20 wherein the status event includes one of an advertisement event, a business-transaction event, a one-to-one marketing event, a stock-trading event, a weather-forecast event, an entertainment event, a sports event, and an emergency event.

22. (Original) The apparatus of claim 17 wherein the memory further stores a haptic lookup table associating a plurality of haptic codes each with a control signal.

23. (Original) The apparatus of claim 22 wherein the memory further stores program code to download the haptic lookup table from a remote source.

Claims 24-28. (Cancelled)

29. (New) A mobile device comprising:

means for receiving an input signal sent from an originator;

means for extracting a haptic code from the input signal, the haptic code being associated with a haptic logo which only distinctly corresponds to the originator; and

means for outputting a haptic effect associated with the haptic logo, wherein the haptic effect identifies the originator of the input signal.

30. (New) A method, comprising:

transmitting an input signal from an originator via a first communication device;

receiving the signal at a second communication device; and

extracting a haptic code from the input signal at the second communication device, the haptic code being associated with a haptic logo only distinctly corresponding to the originator, wherein the an actuator of the second communication device outputs a haptic effect associated with the haptic logo, wherein the haptic effect identifies the originator of the input signal.